Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A method of enabling submission of form data to an application via a printed form, the printed form having coded data readable by a sensing device as the sensing device is used to interact with the form, the method including the steps, performed in a computer system, of:

receiving, from the sensing device and via a relay device: interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the form data to be electronically captured in the computer system; and a sensing device ID of the sensing device;

identifying a telecommunication address of the relay device via which the interaction data was received;

allocating a temporary registration to the sensing device ID or to a user associated with the sensing device, the registration including a returnthe telecommunication address associated with the sensing device ID or the userof the relay device; and

transmitting the form data to the application.

2.   (Currently Amended) The method of claim 1, further including the step of sending a message, via the return telecommunication address, confirming that the at least some of the interaction data has been sent to the application.

3.   (Original) The method of claim 2, wherein the form is disposed on a product label including human-readable information relating to the form, and the coded data relates to at least an identity of the label.

4.   (Original) The method of claim 2, wherein at least some of the coded data includes a label identifier.

5.   (Original) The method of claim 4, wherein the label identifier is a unique product item identifier.

6.   (Original) The method of claim 5, wherein the unique product item identifier is an electronic product code.

7.   (Original) The method of claim 1, wherein the coded data is substantially invisible to a human.

8.   (Original) The method of claim 1, wherein the sensing device ID is stored in the sensing device and is a unique identifier of the sensing device.

9.   (Original) The method of claim 8, wherein the computer system includes a database of sensing device IDs and the method further includes the step of the computer system checking the unique identifier against the database and only allocating the temporary registration if the unique identifier is not found in the database.

10.   (Original) The method of claim 1, wherein the temporary registration is a netpage user identification.

11.   (Original) The method of claim 1, wherein the temporary registration is allocated when the sensing device is first used to interact with the form data form.

12.-13. (Canceled)

14.   (Currently Amended) The method of claim ~~13~~1, further including the step of ensuring that only a single temporary registration is allocated per sensing device or user.

15.   (Currently Amended) A system for enabling submission of form data to an application, the system comprising:

a sensing device having a sensing device ID, the sensing device being configured to sense coded data on a form and generate interaction data representing interaction of the sensing device with the coded data, and having a transmitter for transmitting the sensing device ID and interaction data to a computer system; and

a computer system configured and programmed to:

receive <u>from the sensing device and via a relay device:</u> the sensing device ID and the interaction data;

allocate a temporary registration to the sensing device ID or to a user associated with the sensing device, the registration including a return telecommunication address associated with the sensing device ID or the user;

identify a telecommunication address of the relay device via which the interaction data was received;

allocate a temporary registration to the sensing device ID or to a user associated with the sensing device, the registration including the telecommunication address of the relay device; and

transmit the form data to the application.

16.   (Currently Amended) The system of claim 15, wherein the computer system is further configured to send a message, via the ~~return~~ telecommunication address, confirming that the at least some of the interaction data has been sent to the application.

17.   (Original) The system of claim 15, wherein the interaction data identifies at least an identity of the form and a position of the sensing device relative to the form.

18.-19. (Canceled)

20.   (Currently Amended) The system of claim ~~18~~15, wherein said form is a ~~the~~ product label includ~~es~~ing one or more of: information fields that show information about the competition; button fields that generate one or more actions; and entry fields for user input.

21.   (Original) The system of claim 20, wherein each button field is coincident or adjacent machine-readable coded data, the computer being configured to perform the action based on coded data sensed when the sensing device was used to interact with the button field.

22.   (Currently Amended) The system of claim ~~18~~15, further comprising a display device associated with the user, wherein the action associated with interacting with at least one of the button fields using the sensing device is displaying information on the display device.

23.   (Original) The system of claim 22 wherein communication with the display device occurs via the telecommunication address.

24.   (Currently Amended) A label including human-readable information and machine-readable coded data, the label being configured for use with the method of claim 1 ~~or 12, or~~ the system of claim 15~~ or 18~~.

25.   (Original) A method according to claim 1, for enabling entry to a competition via machine-readable coded data on an entry form on a printed label of a product, the method including the steps of:

receiving, in a computer system, interaction data from a sensing device, the interaction data representing interaction of the sensing device with the coded data on the entry form, the interaction data allowing the competition entry to be electronically captured in the computer system; and

transmitting the competition entry to a competition administrator.

26.   (Original) A method according to claim 1, using a product label for enabling entry to a competition, the product label comprising:

machine-readable coded data indicative of at least an identity of the label, said machine-readable coded data being readable by a sensing device as the sensing device is moved across the product label, thereby to produce interaction data for enabling the competition entry;

human-readable information pertaining to the competition, the human-readable information being at least partially coincident with the machine-readable coded data, the human-readable information including at least one field element that has a corresponding zone defined in relation to it in a page description stored in a remote computer system.

27.   (Original) A method according to claim 1, for enabling anonymous entry to a competition via a printed competition entry form that includes machine-readable coded data, the method including the steps, performed in a computer system, of:

receiving interaction data representing interaction of a sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;

assigning a competition alias ID to the competition entry; and

transmitting the competition entry to a competition administrator with the competition alias ID, thereby enabling the anonymous entry to the competition.

28.   (Original) A method according to claim 1, for enabling anonymous entry to a competition, the competition being entered by interaction of a sensing device with a product

label to generate interaction data indicative of at least an intention to enter the competition, the method including the steps, performed in a computer system, of:

identifying a first telecommunication address of the entrant from: an identity of the sensing device received or determined in the computer system; or the interaction data;

associating a temporary telecommunication address with the first telecommunication address;

sending the temporary telecommunication address and interaction data to a competition administrator;

receiving, from the competition administrator, information from the competition administrator addressed to said temporary telecommunication address; and

forwarding the information from the competition administrator to the first telecommunication address.

29.   (Original) A method according to claim 1, for: enabling an entrant to enter a competition; and limiting subsequent communication between a competition administrator and the entrant; via a sensing device interacting with machine-readable coded data on a printed competition entry form, the method comprising the steps, performed in a computer system, of:

(a)   receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;

(b)   transmitting the competition entry to the competition administrator; and

(c)   enabling transmission of up to a predetermined number of electronic messages from the competition administrator to the entrant.

30.   (Original) A method according to claim 1, for limiting communication between an application and a user, via a sensing device interacting with machine-readable coded data printed on a surface, the method comprising the steps, performed in a computer system, of:

(a)   receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling identification of the application;

(b)   transmitting information based on at least some of the interaction data to the application; and

(c)   enabling transmission of up to a predetermined number of electronic messages from the application to the user.

31.   (Original) A method according to claim 1, for enabling an entrant to enter an instant win competition via a printed competition entry form that includes machine-readable coded data that can be sensed by a sensing device configured to generate interaction data based on the sensed coded data, the method comprising the steps, performed in a computer system, of:

receiving the interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be captured in the computer system;

transmitting the competition entry to a competition administrator that is configured to determine whether the competition entry is an instant win entry.

32.   (Original) A method according to claim 1, for enabling anonymous electronic redemption of a coupon printed as part of a product label, the product label including machine-readable coded data, the method including the steps, performed in a computer system, of:

receiving interaction data representing interaction of a sensing device with the coded data, the interaction data enabling electronic capture of: coupon data of the coupon; and a product identifier associated with the product label;

assigning a competition alias ID to the coupon data; and

transmitting the coupon data, the product identifier and the competition alias ID to a coupon administrator configured to redeem the coupon electronically.

33.   (Original) A method according to claim 1, for enabling anonymous and electronic redemption a plurality of coupons, wherein each the plurality of coupons is disposed on a product label and includes coded data that can be used to determine a unique product identifier of the product label with which it is associated, the method including the steps of:

using a sensing device, and for each of the plurality of coupons:

(a)   generating interaction data by sensing at least some of the coded data of the coupon, the interaction data representing interaction of the sensing device with the coded data; and

(b)   forwarding the interaction data to a computer system, for enabling the coupon offer and the product identifier associated with the product label to be captured electronically in the computer system, thereby enabling the computer system to transmit the coupon offer and the product identifier to a coupon administrator; and

receiving coupon redemption information from the coupon administrator after a predetermined combination of coupon offers relating to a plurality of the product identifiers and or coupon offers has been transmitted to the coupon administrator.

34.   (Original) A method according to claim 1, for validating entry to a competition via interaction of a sensing device with a printed competition entry form comprising coded data indicative of a unique product identifier, the method comprising the steps, performed in the computer system, of:

receiving, from the sensing device, the product identifier and interaction data representing interaction of the sensing device with the coded data, the interaction data including at least the unique product identifier and enabling a competition entry to be electronically captured in the computer system; and

transmitting the product identifier and the competition entry to a competition administrator for validation of the competition entry at the competition administrator by verification of the product identifier.